# Title: Bing Sings for Shell

**Duration: 1:02 minutes**

## Description:

**This video is an historical Shell advertisement, featuring music by Bing Crosby, in which we are taken on a drive around the UK and Ireland accompanied by the animated “Mr Shell”, whilst “Bing sings Shell”.**

**The Bing Sings for Shell Video Transcript**

[Footage sequence]

Historical black and white footage shot from a passenger’s point of view in a convertible sports car with the top down, driving past a large palace or castle. Overlaid text reads: “Bing sings Shell”.

[Background music plays]

Military whistle tune introduction followed by ‘big band’-style music with Bing Crosby singing.

[Footage sequence]

An animated musical note appears, dancing in time to the whistle then, along with the text, disappears as the car approaches a British military band wearing busby hats crossing the road.

[Bing Crosby]

“I’m going well. I’m going Shell.”

[Footage sequence]

The same passenger’s view as the car drives along an empty country road flanked by lawns. An animated cartoon character in the form of a stylised Shell logo appears from underneath the glove compartment and appears to be listening.

[Mr Shell]

“Good heavens! I know that voice.”

[Bing Crosby]

“I’m going well on Shell, Shell, Shell.”

[Footage sequence]

Close-up of a large model of a Shell pecten with “SHELL” in large letters across the front, zooming in closer each time Bing sings “Shell”.

[Mr Shell]

“It’s Bing Crosby!”

[Footage sequence]

The driver places his tobacco pipe on the dashboard as the camera pans up, revealing gates to a large palace or castle at the end of the road and leaving Mr Shell, bobbing to the music, eyes closed and smiling in front of the glove compartment.

[Bing Crosby]

“Britain is great. Well, let’s see it in state. You can be sure of Shell.”

[Footage sequence]

Passing a signpost with signs pointing to locations in four different directions, each with English and Irish names and distances. A shot from the rear of a vehicle driving on a road through a remote Irish landscape, first passing a man on a cart filled with branches pulled by a pony, then immediately afterwards, a family who are smiling and waving on a trap pulled by a shire horse. The father waves his riding crop.

[Bing Crosby]

“In the Emerald Isle, you drive with a smile. Nothing but fun on Shell, Shell, Shell.”

[Footage sequence]

Approaching a signpost for Killarney on a bend in the road with a dramatic scenic background.

[Bing Crosby]

“Ah… you can be sure of Shell.”

[Footage sequence]

Another shot of the Shell pecten model, suddenly zooming in towards the “SHELL”.

[Footage sequence]

Close-up of a golf club striking a ball in long grass, panning upwards swiftly as the man who hit it raises his arm, waving and appears to shout a greeting.

[Bing Crosby]

“On the old heather track—well, hi, Mac!”

[Footage sequence]

Passenger’s view from the car, driving alongside a golf course towards a large country club with a bag of golf clubs in the passenger side. The driver waves to someone out of view.

[Bing Crosby]

“I’m doing well on Shell, Shell, Shell.”

[Footage sequence]

A golf ball rolls along a putting green towards a flag and hops into the hole, as if it were alive. A view from a vehicle passing a lake with many small islands and hills rising into mist in the background.

[Bing Crosby]

“I’m going well on Shell.”

[Footage sequence]

A view from the car driving slowly along a dock past thick mooring ropes, looking upwards to an enormous cruise liner with “QUEEN MARY” painted on the hull, above which two people are waving.

[Bing Crosby]

“Now it’s the end of the trip and it’s back to the ship. What a wonderful time on Shell, Shell, Shell.”

[Footage sequence]

Another close-up of the model of a Shell pecten with “SHELL” in large letters across the front, zooming in closer each time Bing sings “Shell”. A view from the car driving along the dock towards the *QUEEN MARY* from the opposite direction and further away. Two smartly dressed men pass in the opposite direction. One points at the car and they both wave.

[Bing Crosby]

“That’s another road film over. Oh, you can be sure of Shell.”

[Footage sequence]

The camera pans down towards the windscreen where Mr Shell is bobbing to the music, smiling and waving a conductor’s baton. The driver picks up his pipe from the dashboard.

[Mr Shell]

“Thanks, Bing.”

[Bing Crosby]

“It’s a pleasure, Mr Shell."

[Footage sequence]

A view from the dock of the *QUEEN MARY* sailing away as a small boat passes by in front. Mr Shell lands on a bollard in the foreground, facing away and waving his hat to the departing ship.

[Bing Crosby]

“Keep going well. Keep going Shell. You can be sure of Shell."

[Footage sequence]

Mr Shell puts his hat back on his head, turns around with a smile, does a little dance on the bollard and then reaches his arms out to drag two halves of the next scene together from either side to join in the middle of the screen. A petrol pump with the same large pecten model standing on top is presented next to an enlarged can of Shell X-100 Multigrade Motor Oil, each a similar size. Above the pump is written “GO WELL” and above the can, “GO SHELL”.